Note for Schneidman, Eileen

From: Schmidt, Mark

Date: Thu, Sep 29, 1994 12:29 PM

Subject: OPB $2.50 OFF PROGRAM

To: Schneidman, Eileen

Cc: Murphy, John; Salzman, Michelle; Stirlen, Rick

File(s): 8/94 OPB PROGRAM RESULTS

Enclosed file contains results from the August military OPB $2.50 off carton promotion. Overall, OPBs increased volume by 11.8 million units or 17.9% with exchanges at +26.9%. As mentioned earlier, share data is not available at this time.

OPB sticker production for Nov-Dec promotion will be completed by Anne-Marie.

Mark

Source: https://www.industrydocuments.ucsf.edu/docs/mlmn0004

OPB $2.50 OFF INVOICE PROGRAM RESULTS

MILITARY SALES - AUGUST 1994 PROMOTION

TOTAL US	UNIT VOLUME 8/94 ONLY	UNIT VOLUME MO AVG THRU 7/94	UNIT VOLUME DIFFERENCE	PERCENT CHANGE
BENSON & HEDGES	39,905,000	33,114,000	6,791,000	20.51%
MERIT	14,604,000	13,110,000	1,494,000	11.40%
VIRGINIA SLIMS	19,716,000	16,733,000	2,983,000	17.83%
PARLIAMENT	3,624,000	3,087,000	537,000	17.40%
TOTAL	**77,849,000**	**66,044,000**	**11,805,000**	**17.87%**

COMMISSARIES

BENSON & HEDGES	29,285,000	24,654,000	4,631,000	18.78%
MERIT	9,474,000	9,039,000	435,000	4.81%
VIRGINIA SLIMS	14,196,000	12,532,000	1,664,000	13.28%
PARLIAMENT	1,944,000	1,728,000	216,000	12.50%
TOTAL	**54,899,000**	**47,953,000**	**6,946,000**	**14.49%**

EXCHANGES

BENSON & HEDGES	10,620,000	8,460,000	2,160,000	25.53%
MERIT	5,130,000	4,071,000	1,059,000	26.01%
VIRGINIA SLIMS	5,520,000	4,201,000	1,319,000	31.40%
PARLIAMENT	1,680,000	1,359,000	321,000	23.62%
TOTAL	**22,950,000**	**18,091,000**	**4,859,000**	**26.86%**

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Source: https://www.industrydocuments.ucsf.edu/docs/mlmn0004